

**For: Atari Entertainment
(408) 745-2000**

**Contact: Marken Communications
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1. **Consumer Excitement** -- The day after Thanksgiving, major toy outlets like FAO Schwarz, in New York City, enjoyed a brisk business in all departments. Two days after stocking its shelves with Lynx, Atari's color portable video game system, Schwarz had sold out of their initial supply. Consumers found the smooth graphics, vivid colors and excellent sound to be an ideal holiday gift.

2. **Atari at Times Square** -- Sam Tramiel (l), president of Atari Corporation, and Leonard Tramiel, vice president of software development, watch the first Atari ads for the Lynx system as they flash on the Times Square sign outside the hotel, where the system was officially launched. The SpectraColor sign was part of an intensive launch campaign to develop instant consumer awareness of the system and product name recognition.

3. **Lights, Action** -- Sam Tramiel (standing), turns on the switch for the SpectraColor lighted billboard at Times Square to officially launch Lynx, the industry's only portable color video game system, in New York City. National and local television and print media representatives got a first-hand view of the game system in action, as well as the reaction of New York City youth, who were invited to "test" the system at the product launch.

- 4a and 4b **Thanksgiving Parade** -- Millions of people standing along Broadway during the annual Macy's Thanksgiving Day Parade and TV viewers across the nation had an opportunity to see Atari's ad for Lynx on the SpectraColor video board. The computer-controlled lighted sign flashed the Atari/Lynx message once-a-minute for two weeks after the official launch of the system.

5. **Heavy Game Demand** -- Four days after Atari's Lynx portable color video game system hit the stores, it was almost impossible to locate a display such as the one above. To help FAO Schwarz meet the consumer demand, members of Atari management hand-delivered a dozen systems and **Electrocop** game cartridges for the first full weekend of sales.







Color and Portability -- Atari introduces Lynx, the world's first portable color video game system with high resolution, dramatic graphics.



Handheld and in Color -- The Atari Lynx is the world's first handheld color portable video game system. The system can be played anywhere. With the Comlynx cable, multiple players can compete against each other.

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FOR IMMEDIATE RELEASE

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ATARI®'S LYNX™ ... HANDHELD, FULL-COLOR ARCADE ACTION

IN STORES BY THANKSGIVING

SUNNYVALE, CA (November 21, 1989) -- Lynx, the portable color game system that took the home entertainment industry by storm, will be in retail and department stores in time for the holidays, announced Sam Tramiel, Atari Corporation president.

The one-pound handheld video game system, which has been called the most innovative consumer electronics product since the introduction of the Sony® Walkman™, provides players with the full-color graphics, fast action and sound effects that were previously available only in arcade games.

According to one system reviewer, "Atari zapped Nintendo™" with the new handheld color video game. "Atari's compact, high-performance game system caught Nintendo totally by surprise," he commented. "The sophisticated technology, larger screen, full-color graphics and sleek design of the Lynx system leaves the Game Boy™ behind."

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LYNX IN STORES BY THANKSGIVING (cont.)

Reasons for Excitement, Demand

According to Tramiel, industry analysts have been especially impressed with the portable system's color LCD display and detailed graphics. "The backlit 3.5-inch display boasts a resolution of 160 x 102 pixels with 16 colors from a palette of 4,096," he said.

He added that the sharp resolution, color and backlighting not only reduce eye strain, but also enable video game players to use the system anywhere, at any light level.

"Whether you're in a car, at the office, on the beach, by a campfire or even on a boat in the middle of a lake," Tramiel noted, "with the Lynx, you can play the games you play at home or at the arcade."

Analysts agreed with Tramiel's assessment, saying that the Lynx is the first portable game system that is as versatile and powerful as a home system. "It (the Lynx) is more like a full-size game machine that's been hooked up to a small monitor," commented one industry observer. "There's really no comparison between this and other handheld games. In fact, the Lynx has faster animation and quicker game play than most television and computer systems. It's truly state-of-the art technology."

The Lynx comes with an eight-way controller and two sets of fire buttons. Three option buttons accommodate up to five different functions. The system also includes volume, brightness and contrast controls, as well as jacks for headphones and a Lynx port. Users may flip the screen 180° for right- and left-handed play. With linkable game cartridges and the ComLynx™ cable, up to eight systems can be connected for multi-player or team challenges.

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LYNX IN STORES BY THANKSGIVING (cont.)

The one-pound portable system operates on six "AA" batteries and includes **California Games™** (four action-packed games on a single cartridge), a ComLynx™ cable for multiuser play and an AC adapter.

Games, Games, Games

Four additional game cartridges are currently available for the Lynx, including **Blue Lighting™**, **The Gates of Zendocon™**, **Electrocop™** and **Chip's Challenge™**. Numerous software developers are licensing game titles for the Lynx and Atari expects that new games will be available for the system by early next year.

Tramiel said that the company is making every effort to supply retailers with systems as rapidly as possible and that production is being ramped up to meet the holiday demand. "We'll be operating 'round-the-clock to catch up with the volume of orders," he commented.

The Atari Lynx has a suggested retail price of \$179.99. Games are sold separately and have suggested list prices ranging from \$34.99 to \$39.99.

For more information on the Lynx and Atari's other home video game systems and software, contact Ron Stringari, president, Atari Entertainment Products Division, 1196 Borregas Avenue, Sunnyvale, CA 94088, (408) 745-4968.

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LYNX SOFTWARE BACKGROUNDER

Client Contact: Ron Stringari
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COMPLETE PROGRAMMING ENVIRONMENT ENSURES SUCCESS OF ATARI® LYNX® HANDHELD COLOR VIDEO GAME SYSTEM

SUNNYVALE, CA (November, 1989) -- When system designers began to conceptualize the Atari Lynx, the world's first handheld color programmable video game system, they knew that ultimately, the key to the system's success would lie in the game software that was available for it.

With that in mind, they designed several key hardware features into the Lynx--features that would not only enhance the speed and graphics for the user, but would also make it easier for developers to create dynamic and exciting games for the system.

The one-pound portable unit, includes a 3.5-inch built-in color LCD screen with a resolution of 160 x 102 pixels. The high-performance display provides dynamic graphics in up to 16 colors from a palette of 4,096. The system also enables programmers to work with an infinite number of sprites, which ensures optimal detail in each graphic image. The Lynx hardware

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LYNX SOFTWARE BACKGROUNDER (cont.)

performs many of the tasks that developers must write into the software for other systems.

For example, the Lynx hardware can change the size of a graphic display. In a flying simulation, for instance, if a character is heading toward a mountain, the system automatically scales the mountain to size. As the player approaches, the mountain becomes larger and larger.

Because this is a built-in feature, scaling is much smoother with the Lynx than with any other handheld system. The images and characters become larger and smaller without the rough, jerky appearance of less-sophisticated video game systems.

Better Than TV Game Systems

Most of today's television game systems don't offer this automatic "zoom" feature and software developers must write these types of functions into their game programs. The Lynx color portable game system offers developers one of the most complete programming environments available in any size system.

Developers have a full range of character movement controls to work with, including an eight-directional joystick that moves the main character in all directions, two sets of two fire buttons and three programmable function buttons. The system's processor provides programmers with a working speed of 4 MHz and internal clockings show that parts of the Lynx's custom chips have been clocked at speeds as fast as 16 MHz.

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LYNX SOFTWARE BACKGROUNDER (cont.)

While extremely portable, the Lynx hardware doesn't restrict either the user or the developer. In fact, the system's ComLynx™ circuitry and cable allows programmers to develop multiple-player games.

The Lynx system enables developers to add a new dimension to game play--social interaction between players. For instance, if a developer were to create a multiple-player haunted house game where the goal was to escape, players could work individually or alone. Each player would have a first-person view of the action, but if one player escaped and was waiting for the others, he or she could switch his screen over to watch and coach the other players to safety.

The system's games are on credit card-sized ROM cards that slip into the unit. The Atari Lynx has 64K of RAM and operates on six "AA" batteries. The system also includes an AC adapter. An optional cigarette lighter adapter and an extended play portable power pack will soon be available, as well.

Available Titles

A number of games are already available for the Atari Lynx. Each game requires 1 Megabyte, but the hardware system is by no means limited to these capacities. In fact, the system can be used with games that require up to 8-Megabyte game cards.

California Games™ -- **California Games** provides a whirlwind tour of the Golden State. This single- or multi-player game is actually four games on a single cartridge. Players start in Hollywood, where they compete in a

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LYNX SOFTWARE BACKGROUNDER (cont.)

skateboard competition on the radical Half Pipe. Then, it's off to San Francisco, where they perform daredevil tricks with their high-flying Foot Bag. Next, the players head for the race track, where they kick up some dust on a BMX bike race. Finally, adventurers can Hang-Ten and show their skills at a surfing competition, where they rack up points as they master the waves. **California Games** is included with each Atari Lynx. This game makes full use of the Lynx's color palette and enhanced control systems.

Blue Lightning™ -- With **Blue Lightning**, you fly the fastest aircraft ever designed. To reach the destination, you must fight off an onslaught of enemy aircraft and avoid sudden bursts of rocket fire from the ground. The game includes 10 different missions, with increasing levels of difficulty; variable speed control with a turbo option for explosive acceleration; eight-directional maneuvering, including diving, climbing and barrel rolls; five different types of terrain, including farmlands, a desert, canyons, an ocean and mountains; jet-equipped air-to-air and air-to-surface missiles; and trigger cross-hair and lock-on tone. **Blue Lightning** is not for the weak-hearted. The game sells for \$34.99.

The Gates of Zendocon™ -- After being captured by alien Zendocons, the player manages to escape in an abandoned fighter craft. This arcade-like action and graphics package requires superior skill. The player will encounter over 50 different types of hostile aliens and will pass through 50 types of universes, each with increasing levels of difficulty. Armed with a neutrino laser, photon bombs and a destructor shield, the player must land on

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LYNX SOFTWARE BACKGROUNDER (cont.)

hostile bases to refuel or replace the damaged fighter craft. This action-packed game retails for \$34.99.

Electrocop™ -- With **Electrocop**, players must rescue the President's daughter, who has been taken hostage by the Criminal Brain. Along the way, the hero will encounter explosive traps, electrified floors and hordes of criminal droids. In order to succeed, players must maneuver through mazes to unlock doors which are critical to cracking the complex. This package has highly detailed and fluid animation, which gives the player a strong 3-D perspective. Information screens display time remaining, body damage and weapon charge. The game requires fast reflexes and clever strategies. **Electrocop** has a retail price of \$34.99.

Chip's Challenge™-- In this single-player game, you become Chip, the love-sick mental marvel, racing the clock through a series of 144 mind-boggling puzzles and mazes. You'll have to work your way through trap doors, blazing fires, slippery ice, enemy clones and cherry bombs as you collect all of of the scattered chips. Only after you have beaten the clock and advanced through every level will you win over Melinda, the girl of your dreams. Along the way, you may stumble across a few helpful tools, like keys or ice skates, but a keen mind and fast wits are the only way you will succeed at this multi-level labryrinth. **Chip's Challenge** retails for \$34.99.

Development Program

Atari is already working with third-party developers on a range of new software programs for the Atari Lynx. The system's superior color, resolu-

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LYNX SOFTWARE BACKGROUNDER (cont.)

tion and speed make it ideal for today's graphics-intensive arcade, sports, action, strategy and other game programs.

The company offers hundreds of games for their television/computer video systems and plans are underway to build an equally impressive library of software offerings for the new portable color unit.

Atari is aggressively pursuing licensing and third-party software agreements and is confident that the Atari Lynx is the portable game system of today and the future.

For more information on the software development kit, contact Ron Stringari, president of Atari Entertainment Products Division, 1196 Borregas Avenue, Sunnyvale, CA 94088, (408) 745-4968.

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LYNX TECHNOLOGY BACKGROUNDER

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ATARI® LYNX™ HANDHELD GAME SYSTEM

PROVIDES FULL COLOR, DRAMATIC GRAPHICS, DEPTH OF PLAY

SUNNYVALE, CA (November, 1989) -- Atari has once again proven that technical innovation is the name of the game. As the company that founded the video game industry nearly a decade ago, it's no surprise that Atari would develop the world's first color, programmable, handheld video entertainment system.

Atari's newest game system, the Lynx, is a one-pound traveling arcade. The portable unit, which is slightly larger than a video cassette, includes a 3.5-inch built-in color LCD display with a resolution of 160 x 102 pixels. The high-performance screen displays dynamic graphics in up to 16 colors from a palette of 4,096.

The portable system offers serious game players the same depth of play as the computer, television and arcade versions of their video games but with sharper, more detailed graphics. The key to these outstanding graphics is the fact that an infinite number of sprites (hardware-generated images) may be used and that each of those sprites can be "zoomed" (made larger and smaller).

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LYNX TECHNOLOGY BACKGROUNDER (cont.)

Hardware "Frees" Software

For the average game player, the fact that every sprite can be zoomed or that there is an infinite number of sprites may not sound exciting, but the system capabilities that result from these features will astonish game players of any level.

For example, in **California Games™** (provided with the system), one of the four games included on the cartridge turns players into surfers and challenges them to "catch a wave." The graphic wave created in **California Games** is the most realistic computer-generated wave ever simulated on a game system. The foam of the wave contains thousands of individual sprites. Each sprite moves back and forth, getting larger and smaller, to create the actual look and feel of a breaking wave.

A sharp game developer may be able to create a similar effect with software commands, but the fact that these capabilities come from hardware features, rather than the software, speeds the game development process and provides faster, crisper graphics. Even the background in a game scene can be a single sprite or several sprites. Comparable systems simply provide "painted" backgrounds with the characters superimposed over them.

The hardware can also control size changes and depth "perception." For example, if a game character is running toward a building, the system automatically scales the building to size. As the runner approaches, the building gradually becomes larger and larger. There are no rough, jagged graphics with the Lynx.

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LYNX TECHNOLOGY BACKGROUNDER (cont.)

In multi-player situations, the system hardware is capable of providing each player with a first-person view of the action. For example, in one of **California Games'** challenges, players are in a BMX bike race. As the second place racer approaches the first place racer, the first racer becomes gradually larger on the second player's screen. Once the second racer passes the first, the first player will see himself or herself positioned behind the new leader. Each player can view and affect the actions of the other player, but each system controls only one character.

In addition to these multi-player capabilities, the Lynx provides programmers with a complete programming environment and other hardware features that ease programming. The Lynx hardware offers limitless size and number of sprites, scaling, collision detection, compaction of video data and other key features. This "frees up" the software to be programmed so that more challenging action and detailed character features and expressions can be created. For example, the same features that competitive systems are putting onto 2 MB of memory can be stored on a 1-MB chip with the Lynx system.

System Speed, Power

System designers had one goal in mind when they set out to develop the Lynx--to create the first full-color, programmable, handheld video game system in the world.

They chose a powerful 4.0-MHz microprocessor, which is generally used in personal computer systems, for the entertainment system because it provides

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LYNX TECHNOLOGY BACKGROUNDER (cont.)

the speed necessary to perform the complicated calculations and interactions required for today's sophisticated games.

In addition, Lynx's two custom chips reduced the total number of components in the system and kept both the weight and the cost down. The first ASIC chip, "Mikey," includes both the microprocessor and the ROM. "Mikey" controls any information that is associated with the internal logic. The second ASIC chip, "Suzie," handles graphics and animation hardware support. "Suzie" is essentially a "graphics engine" that sizes and rotates the images.

These two chips handle the bulk of the hardware tasks. The efficient use of the components enabled the development team to pack twice the performance into half the space of comparable systems. In fact, the miniaturization of components actually increased the speed of the Lynx. The portable game system operates at 4 MHz, compared to the 1-MHz operating speed of most of today's leading home systems.

The proprietary circuitry in the ASIC chips also enable users to link game systems together. The number of players is determined by the particular software title.

Sizing Down A System

The Lynx was designed so that players would not have to sacrifice any of the features that are available on larger game systems. The 4.25 x 10.25 x 1.26-inch system uses credit card-sized game cartridges that run up to 8 Megabytes.

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LYNX TECHNOLOGY BACKGROUNDER (cont.)

A full range of character movement controls, including an eight-directional joypad that moves the main character in all directions, as well as two sets of two fire buttons and three programmable function buttons are standard. Special effects are enhanced by the four-channel sound, which is capable of producing a realistic (digitized) voice.

Volume and contrast can both be adjusted on the Lynx and the images on the screen can be flipped 180 degrees to accommodate right- and left-handed people. A headset jack is provided so players can enjoy all of the sound effects without disturbing others.

The Lynx is a unique blend of existing technology and innovation. In fact, the Lynx engineers "borrowed" some of the micro-miniaturization and color LCD technology found in color mini-television sets for use in the new game system. For instance, the Lynx has nearly twice the refresh rate of a television set and provides a virtual flicker-free screen.

And, like the miniature color television sets, Atari's engineers had to find a way to economically power the full-color system. After considering the possibility of using six "C" batteries (which would have added bulk and weight to the system), they decided on six "AA" batteries. Under normal usage, the six "AA" batteries will power the system for several hours. An AC adapter that can be used in any wall outlet is also included. An additional portable power pack for extended play will be introduced later this year.

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LYNX TECHNOLOGY BACKGROUNDER (cont.)

Market Perspective

Atari intends to strengthen its share in the \$3.5 billion home video game hardware and software market with innovative new products, such as the Lynx, and exciting new game titles. The company has already introduced five action-packed Lynx games for the system and at least 20 additional titles are expected to be available in 1990.

The Lynx game system was developed with the future in mind. With a system clock that operates at 4 MHz (four times faster than competitive units) and 64KB RAM, game developers have everything they need to create the most challenging titles on the market.

With its advanced graphics and speed, the hardware bounds of this system have yet to be challenged.

The Atari Lynx has a suggested retail price of \$179.95. For more information, contact Ron Stringari, president of Atari Entertainment Products Division, 1196 Borregas Avenue, Sunnyvale, CA 94088, (408) 745-4968.

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